

Listing of Claims (this listing replaces all prior versions):

1. (Currently Amended) A process, comprising  
providing a food product in a flowable state, and in which a flowability of the food product under an influence of gravity, or a density of the food product, is maintained consistently,  
~~applying~~ ejecting a jettable media ~~[[to]]~~ on a surface of the food product from an ink jet printer as a series of fluid drops in a predetermined pattern while the food product is in the flowable state, and in which the flowability of the food product under the influence of gravity, or the density of the food product, is maintained consistently, and  
after ~~applying~~ ejecting the media, reducing diffusion of the jettable media in the food product ~~processing the food product to reduce the flowability of the food product under the influence of gravity.~~
2. (Previously Presented) The process of claim 1 wherein the media has a viscosity greater than a viscosity of the food product at a temperature of the food product during application of the media.
3. (Currently Amended) The process of claim 2 wherein ~~further processing~~ reducing diffusion of the jettable media includes cooling the food product.
4. (Currently Amended) The process of claim 3 wherein ~~further processing~~ reducing diffusion of the jettable media includes cooling the food product to about 32°F or less.
5. (Currently Amended) The process of claim 1 comprising, after ~~applying~~ ejecting the media, enclosing the food product in a container.
6. (Original) The process of claim 1 wherein the food product has a viscosity of about 50,000 cps or less.

7. (Original) The process of claim 1 wherein the food product has a viscosity of about 50 to 110 cps and the drop volume is about 120 pL or less.
8. (Previously Presented) The process of claim 1 wherein the ink jet printer comprises a drop on demand ink jet printer.
9. (Previously Presented) The process of claim 8 wherein the ink jet printer comprises a piezoelectric ink jet printer.
10. (Previously Presented) The process of claim 1 comprising heating the media to a temperature of about 40 to 140°C.
11. (Original) The process of claim 1 comprising printing at a resolution of 50 dpi or more.
12. (Canceled)
13. (Previously Presented) The process of claim 1 wherein the media has a viscosity of about 8-20 cps when the media is ejected from the ink jet printer.
14. (Previously Presented) The process of claim 1 wherein the media has a viscosity of about 70-100 cps at room temperature.
15. (Previously Presented) The process of claim 1 wherein the media has a water soluble carrier.
16. (Previously Presented) The process of claim 1 wherein the media comprises predominantly an alcohol or acid, or water or combination thereof.
17. (Previously Presented) The process of claim 1 wherein the media comprises predominantly a fat or a wax and is a solid at room temperature.

18. (Previously Presented) The process of claim 1 wherein the media is insoluble in the food product.
19. (Previously Presented) The process of claim 1 wherein the media includes a visible dye.
20. (Previously Presented) The process of claim 1 wherein the media includes a flavor additive.
21. (Previously Presented) The process of claim 1 wherein the food product comprises a dairy product.
22. (Previously Presented) The process of claim 21 wherein the food product comprises ice cream or yogurt.
23. (Previously Presented) The process of claim 1 wherein the food product comprises a coffee drink including a dairy product.
24. (Currently Amended) The process of claim 1 wherein the food product is in a temperature range of about 40 to 120°F ~~at a temperature of about room temperature or greater~~ while ~~applying~~ ejecting the media.
25. (Currently Amended) The process of claim 1 comprising:  
serving said food product to a consumer within about 45 minutes of ~~applying~~ ejecting said media.
26. (Previously Presented) The process of claim 1 wherein the media on the food product has a lateral image bleed of about 10% or less after 10 minutes.
27. (Currently Amended) A process, comprising:

providing a food product in a flowable state, and in which a flowability of the food product under an influence of gravity, or a density of the food product, is maintained consistently,

~~applying ejecting~~ a media ~~[[to]]~~ on a surface of the food product from an ink jet printer as a series of drops in a predetermined pattern while the food product is in the flowable state, and in which the flowability of the food product under an influence of gravity, or the density of the food product, is maintained consistently, and

after ~~applying ejecting~~ the media, reducing diffusion of the jettable media in the food product, ~~processing the food product to decrease the flowability of the food product under the influence of gravity~~ the media on the food product having a lateral image bleed of about 10% or less in 30 minutes. [moving this clause may make sense in that it relates to the diffusion I think?]

28. (Currently Amended) The process of claim 27 comprising after ~~applying ejecting~~ the media, enclosing the food product in a container.

29. (Currently Amended) The process of claim 28 comprising enclosing the food product in a container prior to reducing diffusion of the jettable media~~decreasing the gravity flowability~~.

30.-36. (Canceled)

37. (Currently Amended) The process of claim 1 further comprising providing an ink jet printer capable of ejecting ~~[[a]]~~ the series of fluid drops~~drops for deposition on a substrate in a predetermined pattern~~.

38. (Previously Presented) The process of claim 1 wherein the fluid drops have a drop volume of about 200 pL or less.

39. (Previously Presented) The process of claim 27 further comprising providing an ink jet printer capable of ejecting the series of fluid drops.

40. (Previously Presented) The process of claim 27 wherein the drops have a volume of about 200 pL or less.
41. (New) The process of claim 1, wherein providing the food product in a flowable state includes dispensing the food product from a dispenser into a container.
42. (New) The process of claim 41, further comprising, after dispensing the food product into the container, transporting the container on a conveyor to a printing station.
43. (New) The process of claim 42, wherein, at the printing station, the jettable media is ejected on the surface of the food product.
44. (New) The process of claim 1, further comprising, after ejecting the media, transporting the food product in a container to a packaging station to seal the container.
45. (New) The process of claim 1, further comprising, after ejecting the media, transporting the food product in a container to a post-processing station to reduce diffusion of the jettable media in the food product.
46. (New) The process of claim 45, wherein the post-processing station comprises a flash freezer.